

Applicant : Thomas Apple et al.
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Attorney's Docket No.: 09857-003001

REMARKS

The above-identified patent application has been amended and reconsideration and reexamination are respectfully requested.

Applicants amended claims 1, 14, 15, 16, 17, 27, 32, 33, 35 and 36 to clarify the claimed invention in preparation for appeal. Applicants have not amended the claims in response to Examiner's rejections and the amended claims are believed to be of an equal or broader scope than the previous claims.

Examiner rejected claims 1-17 and 21-38 as unpatentable over Marshall (U.S. Patent No. 5,675,746) in view of Risberg (U.S. Patent No. 5,339,392) and further in view of Lauer (U.S. Patent No. 5,523,769). Examiner also rejected claims 18 and 20 as unpatentable over Marshall, in view of Risberg, in further in view of Lauer and further in view of Knee (U.S. Patent 5,589,892). All claims of applicants' invention 1-38 currently stand rejected. Applicants argue each of the independent claims of their application below, as well as dependant claims 18, 19 and 20.

Applicants respectfully submit that Marshall, in view of Risberg and further in view of Lauer fail to disclose or suggest the invention as claimed.

For example, claim 1 distinguishes from the cited references since the references fail to teach a database that stores graphic symbols that represent entities whose financial instruments are identified by the instrument identifiers in the feed and that can be accessed by financial instrument identifiers to provide graphic symbols corresponding to the financial instrument identifiers in the feed.

Marshall, in view of Risberg and further in view of Lauer fail to disclose or suggest the invention embodied in claim 15. Applicants have reviewed the cited references and find no teaching of a data structure associating the extracted financial instrument identifiers with corresponding ... acknowledged identifiers of entities whose financial instruments are identified by the instrument identifiers in the feed.

Marshall, in view of Risberg and further in view of Lauer fail to disclose or suggest the invention as claimed in claim 16. Applicants have reviewed the cited references and find no

teaching of using the extracted financial instrument identifiers to find graphic symbols that are logos of entities associated with the extracted identifiers.

Marshall, in view of Risberg and further in view of Lauer fail to disclose or suggest the invention embodied in claim 17. In particular, the cited art fails to teach a display that scrolls market data ... comprising a company logo juxtaposed with financial information including real-time textual data associated with financial instruments of entities identified by instrument identifiers in a feed received by the system.

The Examiner argues that the cited art is on point regardless of the format of the display and that well-known ticker display technology juxtaposes company/corporate symbols with financial/stock/market data. This position is clearly in error. Applicants' claim 17 does not read upon well-known ticker display technology. Claim 17 requires a signal that when fed to the display scrolls a company logo juxtaposed with financial information across the display. Examiner fails to show art that either alone or in combination discloses or suggests a signal that scrolls a company logo juxtaposed with real-time financial information across a display. Accordingly, the combination of Marshall, Risberg and Lauer fails to describe or suggest claim 17.

Applicants respectfully submit that Marshall, in view of Risberg, in further view of Lauer and in further view of Knee fail to disclose or suggest the invention embodied in claim 18 of a source containing financial information and a source that contains bit map data corresponding to the company logo. Marshall, in view of Risberg, in further view of Lauer and in further view of Knee fail to disclose or suggest claim 19. Claim 19 recites that the financial information includes company identifiers ... used to access bit maps corresponding to the company logos. Accordingly, the combination of Marshall, Risberg, Lauer and Knee fails to describe or suggest claim 19.

Applicants respectfully submit that Marshall, in view of Risberg, in further view of Lauer and in further view of Knee fail to disclose or suggest the invention embodied in claim 20. The cited references fail to suggest the source of bitmaps in a database of logo bitmaps.

Applicants respectfully submit that Marshall, in view of Risberg and further in view of Lauer fail to disclose or suggest the invention embodied in claim 27. Applicants have reviewed the cited references and they fail to describe or suggest displaying market data ... comprising a

company logo and stock ticker real-time textual data associated with the company logo, the real-time textual data juxtaposed with the company logo.

Applicants respectfully submit that Marshall, in view of Risberg and further in view of Lauer fail to disclose or suggest the invention embodied in claim 32, since the references neither describe nor suggest each of the actions of accessing graphic symbols in accordance with the extracted instrument identifiers, associating the graphic symbols with the corresponding values of the financial instruments ... and displaying the financial instrument ticker, as a moving financial instrument ticker of graphic symbols juxtaposed with corresponding values of the financial instruments

Applicants respectfully submit that Marshall, in view of Risberg and further in view of Lauer fail to disclose or suggest the invention embodied in claim 36. Applicants have reviewed the cited references and they fail to teach the claimed invention. Neither Marshall, Risberg nor Lauer suggest extracting from the feed the identifiers and corresponding values of the financial instruments and retrieving graphic symbols associated with the extracted identifiers. In addition, the references do not disclose forming a display signal including the retrieved graphic symbols and values corresponding to the financial instruments and displaying on a monitor the graphic symbols juxtaposed with values corresponding to the financial instruments.

Accordingly, claims 1 through 38 are allowable over the art of record. Thus, reconsideration and reexamination are respectfully requested.

Attached hereto is a marked-up version of the changes made to the claims by the current amendment. The attached page is captioned "**Version with markings to show changes made**".

Applicant submits that all of the claims are now in condition for allowance, which action is requested. Enclosed is a Petition for Automatic Extension with the required fee. Please apply any other charges or credits to Deposit Account No. 06-1050.

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Respectfully submitted,

Date: 03/01/01



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"Version with markings to show changes made"

In the claims:

Claims 1, 14-17, 27, 32-33 and 35-36 have been amended as follows:

1. (Amended) A system for dynamically displaying graphic symbols and value information for financial instruments comprising:

an input port to receive a feed containing identifiers and corresponding values of financial instruments;

a filter to extract from the feed the identifiers and corresponding values of the financial instruments;

an input processor comprising a memory to store the extracted financial instrument identifiers and corresponding values[.];

a database that stores graphic symbols that represent entities whose financial instruments are identified by the instrument identifiers in the feed and that can be accessed by financial instrument identifiers to provide graphic symbols corresponding to the financial instrument identifiers in the feed;

a display controller for forming display signals with the graphic symbols and values corresponding to the financial instruments in the feed; and

a video wall including

a plurality of individual monitors arranged into a composite display, and with the display controller receiving the display signals to render the graphic symbols and values corresponding to the financial instruments in the feed on the individual monitors.

14. (Amended) The system of claim 1 further including:

an audio source for producing audio signals; and

[means for performing] a speaker to produce the audio signals.

15. (Amended) A system for dynamically displaying financial information comprising:

a first input port for receiving a first feed containing identifiers and corresponding values of financial instruments;

a second input port for receiving a second feed containing financial data;

a filter to extract from the first feed the identifiers and corresponding values of the financial instruments and from the second feed the financial data;

a memory to store the extracted financial instrument identifiers, corresponding values, and financial data;[, and]

a data structure associating the extracted financial instrument identifiers with corresponding graphic symbols, the graphic symbols being publicly acknowledged identifiers of entities whose financial instruments are identified by the instrument identifiers in the feed[,for the extracted identifiers];

a video processor to produce a first display signal with the graphic symbols and values corresponding to the financial instruments in the feed and a second display signal with the financial data; and

a video wall including

a plurality of individual monitors arranged into a composite display[, and

means for receiving] to receive the first and second display signals [and for displaying on the individual monitors] and display the financial data and the graphic symbols and values corresponding to the financial instruments [in the feed].

16. (Amended) A method for dynamically displaying graphic symbols and value information for financial instruments on a video wall including a plurality of individual monitors arranged into a larger display, the method comprising:

receiving a feed containing identifiers and corresponding values of financial instruments;
extracting from the feed the identifiers and corresponding values of the financial instruments;

storing the extracted financial instrument identifiers and corresponding values;

using the extracted financial instrument identifiers to find graphic symbols that are logos of entities associated with the extracted identifiers;

forming a display signal with the graphic symbols and values corresponding to the financial instruments in the feed; and

displaying on the [individual monitors] video wall the graphic symbols and values corresponding to the financial instruments in the feed.

17. (Amended) A system for displaying stock ticker information comprises:
a display; and

an electronic device that produces a signal that when fed to the display[,] scrolls market data across the display, said market data comprising a company logo [and] juxtaposed with financial information including real-time textual data associated with financial instruments of entities identified by [the] instrument identifiers in [the] a feed received by the system[, and with the company logo being juxtaposed the real-time textual data].

27. (Amended) A method for displaying stock ticker information comprises:
displaying market data across an electronic monitor, said market data comprising a company logo and stock ticker real-time textual data associated with the company logo, [with] the real-time textual data juxtaposed with the company logo.

32. (Amended) A method for displaying stock ticker information comprises:
extracting from a data feed having values of financial instruments, instrument identifiers and the values of the financial instruments;
accessing graphic symbols in accordance with the extracted instrument identifiers;
associating the [extracted] graphic symbols with the corresponding values of the financial instruments to produce a financial instrument ticker; and
displaying the financial instrument ticker, as a moving financial instrument ticker of graphic symbols juxtaposed with corresponding values of the financial instruments across a video display.

33. (Amended) The method of claim 32 wherein the data feed of values includes identifiers that correspond to the financial instruments, and wherein accessing comprises:

accessing the graphic symbols by using the identifiers to associate the graphic symbols with the financial data.

35. (Amended) The method of claim 32 further comprising updating data on the [stock] financial instrument ticker in accordance with current market conditions.

36. (Amended) A method for dynamically displaying graphic symbols and value information for financial instruments, the method comprising:
receiving a feed containing identifiers and corresponding values of financial instruments;
extracting from the feed the identifiers and corresponding values of the financial instruments;
retrieving graphic symbols associated with the extracted identifiers;
forming a display signal including the retrieved graphic symbols and values corresponding to the financial instruments; and
displaying on a monitor the graphic symbols juxtaposed with values corresponding to the financial instruments.